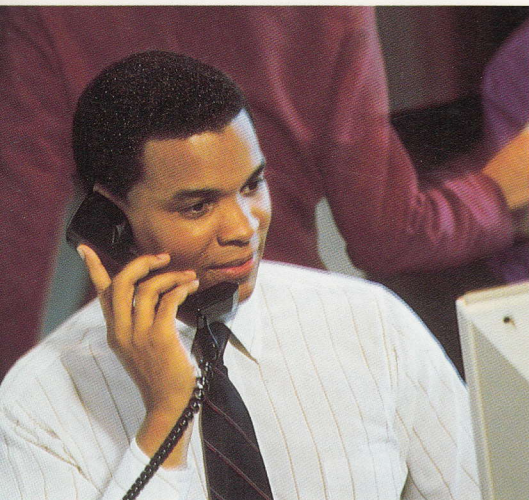# MERLIN LEGEND®
Basic Service Center
Solution

Built-in Capabilities for High-Performance, Easily Managed Business Calling

The *MERLIN LEGEND*® Basic Service Center (BSC) solution from Lucent Technologies provides a full array of built-in tools to enhance your business today, plus give you plenty of room for growth tomorrow.

MERLIN LEGEND BSC is just one of the *MERLIN LEGEND* Advanced Solutions— a family of solutions that gives you the latest technologies and sophisticated business functionality at a price that makes sense for your budget.

The *MERLIN LEGEND* BSC solution combines the built-in call distribution features of the *MERLIN LEGEND* Communications System Release 5 and the historical reports in *MERLIN LEGEND Reporter*. Designed especially for the small to mid-size business with departmental customer sales and service operations, *MERLIN LEGEND* BSC provides customer-pleasing capabilities without the need to invest in a lot of expensive adjunct equipment.

Deliver calls to the right people, for better service

MERLIN LEGEND BSC utilizes Direct Group Calling (DGC), giving you the ability to control where your incoming calls are delivered.

With DGC, you can set up calling groups— that is, groups of employees ("agents") who are responsible for handling the same kinds of telephone calls. For example, you can designate your salespeople as one calling group, your customer service reps as another.

MERLIN LEGEND Basic Service Center lets you set up as many as 32 calling groups, with up to 20 agents in each group, to easily accommodate new business applications and growing needs. Outside callers can dial a calling group directly or be transferred to the group by your company receptionist, another employee, or an Automated Attendant that's available with optional voice messaging.

Calling groups allow you to provide expert or specialized service to your callers, helping ensure that they always reach the right group for their needs.

Distribute calls for maximum effectiveness

The *MERLIN LEGEND* System's built-in DGC functionality also allows you to

flexibly manage how calls are distributed within your calling groups, *automatically*, to provide more effective service.

For example, if you want to be sure that your top sales agent handles the majority of sales inquiry calls, you can have calls within the group distributed in the same order every time, always starting with the top agent. If that agent is busy, the call is distributed to the next agent in line, who can provide backup.

If all the agents in a calling group have the same responsibilities and skills, you can have calls distributed sequentially. That way, calls are evenly distributed so that no agent is overburdened, and each agent has the opportunity to handle calls.

Or, to help increase all-around productivity, you can use Automatic Call Distribution (ACD) to distribute calls to the agent who has been available the longest. It helps agents make the most of their time—and helps you spread work out among all your agent resources.

More ways to get to all your calls faster

To prevent long delays for your callers when all the agents in a calling group are busy, *MERLIN LEGEND* Basic Service Center lets you "overflow" calls to another calling group based on how long the calls have been in queue or on how many calls are waiting to be answered.

For example, suppose you have a product hotline where agents spend an average of two minutes on each call. With *MERLIN LEGEND* BSC, you can set a threshold to automatically send calls to another group when callers have been in queue for two minutes. The agent who receives the call can offer to help, take the caller's name and number for a call-back, or manually transfer the call to someone else who can meet the caller's needs.

The system can also automatically change the status of an agent's phone to "unavailable" if a call is not answered within five rings. The call is then sent to an available agent phone or, if none is available, to the front of the calling group queue—giving your caller the fastest possible response.

In addition, options for music on hold, greeting announcements, and repeated follow-up announcements help you re-assure callers in queue that they're still "connected" and that you'll be with them as soon as possible.

Tools that make supervising your agents easy

MERLIN LEGEND telephones such as the *MLX-28D* ® model can be programmed to allow you to supervise the agents within one or more calling groups.

The phone allows a supervisor to monitor the number of calls in queue, to ensure that calls are handled efficiently and determine if more agents need to be available to handle incoming calls. A light on the telephone corresponding to each agent shows the agent's status—available, unavailable, or in "after call" work mode. The supervisor can use the button to change an agent's status in response to incoming call volume.

With a new alarm feature, a flashing light can alert a supervisor to the number of calls in queue *at a glance*. Based on three different thresholds that you select, a light will flash slowly when threshold one has been reached, flash more quickly at threshold two, and shine steadily at threshold three. Once alerted, you can adjust agent status to respond on the spot—or, if necessary, change your call distribution or implement call overflow for a long-term solution.

You can also improve customer service and call-handling efficiency with *MERLIN LEGEND* Mail Release 2. With the *collected*

digits functionality available through the Automated Attendant, callers are prompted to provide telephone numbers or account information to expedite the handling of their calls. This caller information is passed on to the agent for faster and more personalized service.

Get more facts to help you make decisions

As part of the *MERLIN LEGEND* BSC offer, *MERLIN LEGEND* Reporter software is another powerful tool for understanding and managing the way you are handling calls—something that's especially important for a growing business.

MERLIN LEGEND Reporter gathers vital data about your incoming call traffic—such as peak calling periods, average wait time for callers, average call length, and more—and provides historical call activity reports that help you monitor and evaluate efficiency.

Based on the information gathered and organized by the *MERLIN LEGEND* Reporter software, you can make important decisions that will help you fine-tune your calling groups and call distribution, manage your business resources, and provide better service.

All the quality and support you're looking for

The *MERLIN LEGEND* Basic Service Center is designed to help your business manage growth and offer your callers the utmost in high-quality service. And as with all Lucent Technologies products and services, *MERLIN LEGEND* BSC is backed by our dedication to providing your business with the most reliable technology and superior customer care.

To learn more about these and other *MERLIN LEGEND* Advanced Solutions for your business, talk to your Lucent Technologies representative.

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